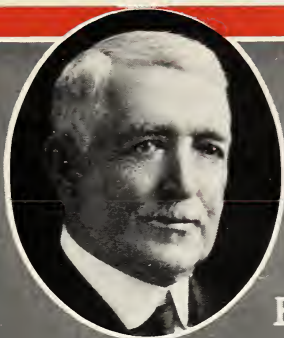


Historic, Archive Document

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1927

E.G.HILL

Three large, detailed white roses are arranged in the center of the advertisement. One rose is in the foreground, slightly to the right, showing its spiral petals. Two other roses are behind it, one to the left and one to the right, partially obscured. The roses are set against a dark, textured background.

"FONTANELLE"

HILL
FLORAL PRODUCTS CO.
RICHMOND, INDIANA
Distributors for
THE E.G.HILL CO. JOS. H. HILL CO.
FRED H. LEMON CO.



EARL H. MANN

JOS. H. HILL

FRED H. LEMON

Representing the

HILL FLORAL PRODUCTS CO.

The Selling Organization

for THE E. G. HILL CO.,

THE JOS. H. HILL CO.,

FRED H. LEMON CO.,

who have been greatly pleased to receive so many of their good friends in the Trade at their greenhouses the past year.

Richmond is on the direct through lines of the Pennsylvania running from New York to St. Louis and from Chicago to Cincinnati, making our city of easy access from all directions.

Visitors Always Welcome

OUR FAVORITE MOTTO: *DON'T WORRY!—I am old and have had many troubles—most of which never happened!*

ROSES TOP THE LIST!

Only Profitable Forcing Varieties Offered

High grade stocks; plump, healthy scions; handled by expert grafters, in our best houses, accomplish our aim, which is

TO DELIVER GRAFTS THAT WILL MAKE HIGHEST PROFITS FOR THE GROWER

Dear Mr. Rose Grower:

May we ask you to answer these questions—to yourself:

1. What profit per square foot on June 30, 1926?
2. Were you pleased with it?
3. Can you better it?

SUGGESTIONS

1. Your customers are each year growing more exacting. *That's all right!*
2. If a variety fails to "foot up" on your sales reports, replace it before another season rolls around. "Tone up" your planting list, if you find that it needs it.
3. Do you remember when the Killarneys were the mainstays? Since then, and up to the present, *Columbia*, *Premier*, and *Butterfly* have dominated the cut flower market.

This year there are five American novelties offered, (see page 4) every one of them seedlings or sports of our first three offerings, *Columbia*, *Premier* or *Butterfly*. Blood will tell!

Wishing each and all a good year ahead,

Yours sincerely,

HILL FLORAL PRODUCTS CO.

"A pleasant disposition is oil for the machinery. An unpleasant disposition is sand in the gears."

NOVELTY ROSES FOR 1927

of Unusual Merit

Fontanelle (E. G. Hill Co.)

Pernet X Butterfly

One of the very largest of roses, with immense petals; it can be shipped in tight bud condition and will open up perfectly, which is an excellent quality in a commercial variety.

It is a yellow rose and has the valuable trait of deepening the color towards the center; the whole bloom deepens appreciably with cooler weather.

Spring grafts by late November stood 4 feet and over, were in full bloom.

Come and see it growing.

Grafted Plants

\$45.00 per hundred; \$400.00 per thousand.

MR. WM. GEIGER of Florex Gardens, introduces



Florex

Mme. Butterfly X Premier

An enormous flower on a strong, upright stem, opening from a long pointed bud.

The color is a brilliant shade of coral deepening to carmine. Needs no pinching.

Has been fully written up in the trade papers during this season.

Grafted Plants

\$45.00 per hundred; \$400.00 per thousand.

MR. JAMES HEACOCK offers



Lucinda

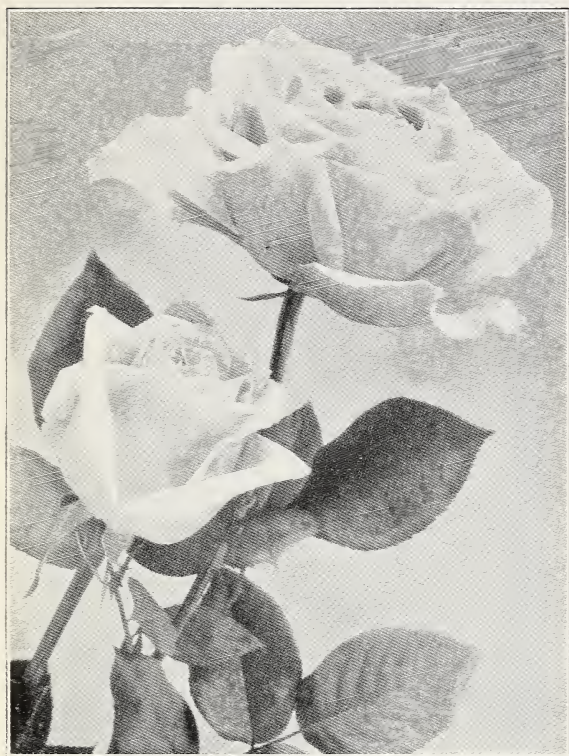
Sport of Columbia

A lovely sport from the "Sportive" Columbia. This has a pure, even color of bright rose, and in the opening bloom has a gracefully rounded form which is a delightful surprise.

This is Mr. Heacock's first offering of a Novelty Rose, and well worth a thorough trial.

Grafted Plants

\$35.00 per hundred; \$300.00 per thousand.



Lucinda



Florex



Rapture

Good-will is the disposition of the customer to return to the place where well treated.—U. S. SUPREME COURT.

Now, page MR. FRANK TRAENDLY! Here's his



Rapture

Sport from Traendly's Sport of Ophelia

Mr. Traendly has found in his New York wholesale trade that this very striking sport (which goes back to Ophelia for parentage) outsells every other "fancy" colored rose in his store. It is intensely brilliant in its vivid coloring of bright apricot, coral, rose and gold, has more petals than its parent, and produces more blooms per plant than Butterfly. (It was first known as *Perfection*, but that name was found to be a duplicate.)

Grafted Plants

\$45.00 per hundred; \$400.00 per thousand.

Last, but far from least is MR. CHAS. H. TOTTY with



Totty's Red

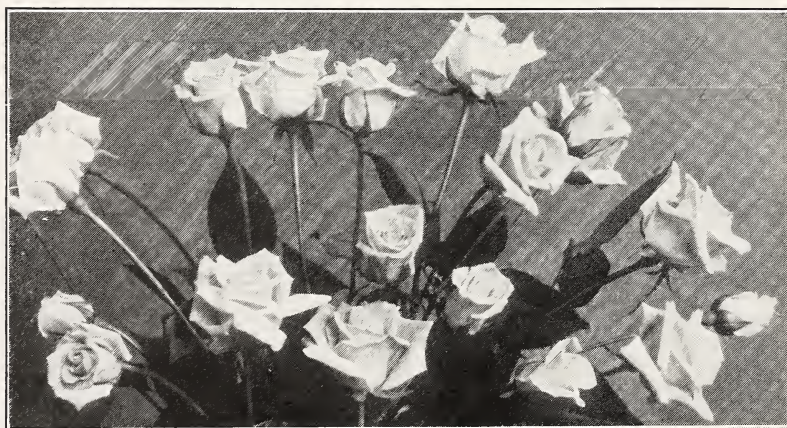
Sport of Premier

Growers of Old Premier will know how to handle Totty's Red, which is crimson scarlet, just the color the trade wants in a big flower for Christmas, Valentine's Day and again in May and June.

All the members of the Premier family "keep their dates" accurately when properly "pinched," and this is no exception.

Grafted Plants

\$45.00 per hundred; \$400.00 per thousand.



The *Butterfly Family* now includes *Rapture* and *J. C. Mensing*

SECOND YEAR NOVELTIES

Descriptions of their performance as noted on our place this year; arranged alphabetically.



John C. Mensing

Briarcliff

(BRIARCLIFF GREENHOUSES)

Columbia sport; differs from the parent in its even shade of brilliant pink; in its greater freedom, and longer bud; averages 45 petals to the bloom.

We have the largest stock of Briarcliff in the Middle West.

John C. Mensing

(EVELEENS)

A most promising rose from the Netherlands; color very brilliant; a splendid grower of very fine bushy habit, assuring great freedom of bloom; very fragrant, color bright pink shaded with gold. Large petals, averaging more than 30 to the bloom; produces high grade flowers quite into warm weather.

Matchless

(DUCKHAM-PIERSON)

Sport from Premier; absolutely distinct; a deep rosy cerise color, deepening to pure red in cool weather; has every necessary good quality; the year's test has shown its place at the top among forcers, and it is fully as large or larger than Premier, on long stems; ranks with *American Beauty* in grandeur.

Mrs. F. R. Pierson

(F. R. PIERSON)

Another sport from *Premier*, especially noticeable as being a very fine example of scarlet crimson; in other points it resembles the parent; color perfect.

Roselandia

(WALTER STEVENS)

Herts, England

A sport from *Golden Ophelia*, the best yellow forcing rose today, outside of *Pernet*; averages 25 petals; stiff stem and slender.

STANDARD VARIETIES

Columbia

The original "Mother" variety still holds a place all its own; it has now had three gold medals, and has been a "life saver" to many a grower. It is also a leader among bedders.



The Columbia family now includes *Briarcliff*, *Lucinda* and *New* and *Silver Columbia*

New Columbia and Silver Columbia

Are so nearly identical that we have never been able to see a difference between them, though we have kept original stock of each separate, and can supply either sort.

The bud in each is a little lighter in color than the parent, but deepens as it opens to the tone of *Columbia*, and seldom shows deformed outer petals; in all other respects it is like the parent.

"Double" White Killarney

Still the best forcing white; was named "Double White" by the introducer as the sport showed more petals than the original; was in heavy demand the past year.

Mme. Butterfly

In heavier demand each year; nothing more beautiful in the entire forcing family; daintiness combined with fragrance, and colors unapproached give it a place all its own.

N.B.—Look up its sports, *Rapture* and *Mensing*; they will interest you.

Premier

Premier is still Grand Monarch of its class; grown in largest quantity; of largest size; and makes the quickest "come back," these are the reasons for its great popularity with the trade. A perpetual prize winner.

And now kindly look up its progeny!

There is *Matchless*; (see p. 7) a gorgeous deep cerise, red in cold weather.

There is *Mrs. F. R. Pierson*; (see p. 7) scarlet crimson.

And now *Mr. Totty* (see p. 6), offers his new crimson scarlet, three grand roses.

Sensation

Another Big Rose

As large as *Premier*. Well supplied with heavy, luxuriant foliage. Blooms freely. The color, rich shade of red.

Souv. Claudius Pernet

"Pernet" is decidedly "at the top" of yellow forcing roses, and notwithstanding the fact that it requires experience in handling, it has no competitor in its class, in color, size, or keeping qualities; it will pay every grower of cut roses to learn its peculiarities, and persevere to success. One of its most attractive features is its gorgeous foliage.

N. B.—Look up *Fontanelle*, p. 4; it is a charming daughter of *Pernet*.



SORRY
TO SAY,
SOLD
OUT
OF
PERNET
AS WE
GO TO
PRESS

Souv. Claudius Pernet

Templar

A jewel among roses; a lovely, bright red, with perfect stem, good foliage, fine producer, can be shipped "tight," and open up in perfect shape. Our section man who grows it "just loves *Templar*" because it is such a kindly, responsive grower.

It is an old but true saying that the best advertisement any business can have is a satisfied customer.

INDEX AND PRICE LIST OF ROSES
NOVELTIES FOR 1927

No Charges for Packing

Grafts

	Per 100	Per 1000
Fontanelle	\$45.00	\$400.00
Florex	45.00	400.00
Lucinda	35.00	300.00
Rapture.....	45.00	400.00
Totty's Red	45.00	400.00

Standard Sorts and Second Year Novelities

Write for Quantity Discounts

	Per 100	Per 1000	Own Root	
			Per 100	Per 1000
Briarcliff	\$25.00	\$250.00	\$15.00	\$150.00
Columbia	25.00	250.00		
New Columbia				
Silver Columbia				
Double White Killarney	25.00	250.00		
John C. Mensing	30.00	275.00		
Matchless	25.00	250.00		
Mme. Butterfly	25.00	250.00		
Mme. Alex. Dreux	45.00	400.00		
Mrs. F. R. Pierson	25.00	250.00		
Premier	25.00	250.00		
Roselandia	25.00	250.00		
Sensation	25.00	250.00		
Souv. de Claudius Pernet	45.00	400.00		



CARNATIONS

Clean, Strong Cuttings in Season

Again we are able to offer to our carnation growers in the trade—rooted cuttings of superb quality—from plants that have been grown for cuttings only, and are in perfect health.

We handle only strong growing varieties, “kinds that keep when cut.”

Every grower should cut out the flimsy sorts, they do incalculable injury to the trade.

The CARNATION has COME BACK.

Arctic

WM. SIM'S NEW WHITE VARIETY

Has a large flower, on a stiff stem, and the originator recommends it as being very free and of easy cultivation, and Mr. Sim's word “goes.”

\$10.00 per 100.

Royal

(WM. SIM)

A “fancy variety” of a new color, dark rich magenta shading to purple; it has created interest wherever shown, and will command a fancy price, being not only unique but beautiful.

\$10.00 per 100.

Laddie

What *American Beauty* is among roses, *Laddie* is in the Carnation Family, the "King of Pinks."

\$12.00 per 100; \$100.00 per 1000.

Betty Lou

Has the brilliant pink color of *Mrs. Ward*, with longer stem, better habit, large full flowers, and is a fine keeper.

Awarded the gold medal at the National Show at Cleveland for the best.

It carries through on long shipments in perfect condition, on account of its heavy texture.

Very popular with all the trade; a great favorite in the city stores.

\$8.00 per 100; \$75.00 per 1000.

Spectrum

A brilliant, rich scarlet, deep in tone, a color that is a necessity. It is a good grower with strong calyx; a novelty of decided promise; in free bloom of high grade.

\$8.00 per 100; \$75.00 per 1000.

Pink Matchless

Beautiful pink sport from *White Matchless* and a duplicate of the parent in character of growth and in productiveness.

\$8.00 per 100; \$75.00 per 1000.

White Matchless

Still the best white. \$6.00 per 100; \$50.00 per 1000.

Red Matchless

Everybody's red. \$6.00 per 100; \$50.00 per 1000.

Harvester

Fine standard white. \$6.00 per 100; \$50.00 per 1000.

Winsome

Large blooms on long stems; a pleasing medium shade of pink.

\$6.00 per 100; \$50.00 per 1000.

Stevias

This useful and beautiful "Florists' flower" can be had in bloom from the Thanksgiving crop, on through the mid-winter; added to roses or carnations in arrangements or in "putting up" in a fancy box, it adds 100% to the effect.

Single variety, \$25.00 per 1000. Double Stevia, \$25.00 per 1000.

For strong rooted cuttings.

CHRYSANTHEMUMS

The Glory of the Autumn



Golden Glory

In the following pages, will be found listed and plainly marked the very finest of the Exhibition varieties. With these sorts we won twelve 1st prizes out of thirteen entries, with VERMONT as winner of the Sweepstakes at the National Chrysanthemum Show in November as YOU MAY have NOTED IN YOUR TRADE PAPERS.

THESE BIG VARIETIES

should be grown in larger or smaller quantities according to each retail florist's local trade; these are his best advertisers; they attract the crowds before his window and make sales for all types of 'mums within his store.

Where the selection can be left to us, we make our usual offer of

10 EACH of 10 EXHIBITION SORTS
For 10 DOLLARS

These are made up from our winning varieties in the Fall Shows. We have found this assortment very popular with our trade.

There is an old saying that business goes where it is invited but stays where it is well treated.

COMMERCIALS

Every year we are asked for lists of the best commercial sorts—those that are good shippers and keepers, that are easy doers, and have been found both popular and profitable; with these points in mind we recommend the following, each color arranged from

EARLY TO LATE

YELLOW

GOLDEN EARLY FROST
CHRYSOLOREA
SUN GLOW
RICHMOND
GOLDEN GLORY
MAJOR BONNAFFON
CELEBRATION
ADRIAN'S PRIDE
GOLDEN CHADWICK

WHITE

EARLY FROST
SNOW WHITE
WHITE CHIEFTAIN
FAVORITE
TIMOTHY EATON
CHADWICK IMPROVED

PINK

SMITH'S ENCHANTRESS
ANGELO
CHIEFTAIN IMPROVED
ROSE PERFECTION
ROSE DELIGHT
THANKSGIVING PINK
MRS. SEIDEWITZ

OTHER COLORS

BERTA—Crimson-scarlet (Early)
MUSKOKA—Mahogany red (Early)

W. H. WAITE—Scarlet and gold (Late)
TEKONSHA—Crimson and gold (Late)

HARVARD—Pure crimson (Late)

No. 1—N. B.—Don't forget that there is an increasing demand for high colors in bronzes and reds to tone up collections.

No. 2—N. B.—The Grower who caters to a discriminating retail trade can select many varieties that are strikingly beautiful and different from the strictly commercial sorts; the Regular Customer "*adores something different!*"



Favorite

Success comes to those who seek not how to avoid obstacles but how to overcome them.

STANDARD SORTS

For a complete list of varieties with prices, see page 22

	Take Bud	Blooming Date		Take Bud	Blooming Date
ADRIAN'S PRIDE			CHRYSOLORA		
The King of Thanksgiving Mums. Intense golden color. Four feet high from June planting; strong stem, and handsome foliage. <i>Avoid the crown bud, as it does not bring a full flower; the terminal bud must not be used,</i> as the heavy blooms are apt to break off at the first joint as <i>Timothy Eaton</i> does; take buds between the crown bud and the terminal. With us this past Autumn, the variety has been perfect.			Extra fine commercial yellow for its date. Extra good keeper and traveler	Aug. 15	Oct. 15
ANGELO			CELEBRATION		
Intermediate between the large type and pompons. Light pink, very full and round, perfectly erect; disbud to one flower to the branch; grown in this way it makes a beautiful prolific early, plant in bench June 1st; also fine for pots.....			Sport of Yellow <i>Eaton</i> with the same wonderful texture, stem and perfect foliage; glistening yellow.	Sept. 10	Nov. 20
BERTA			CHADWICK IMPROVED		
Brilliant crimson and gold, incurving of medium height. Easy doer, with really ornamental foliage. Earliest of this showy color.			Pure snow-white, nothing finer for its date.	Sept. 20	Nov. 20
BOB PULLING (Exhibition)			CORPORAL PIPER (Exhibition)		
Of wonderful size, petals an inch in width, and 10 inches long. Clear shade of yellow....	Aug. 1	Nov. 1	Immense yellow of type of Odessa, but larger and brighter; } After very stiff stem.....	Aug. 20	Nov. 1
BRONZE TURNER (Exhibition)			CHARLES RAGER		
This gives us the <i>fourth Turner</i> , valuable for the exhibitor because it is one more prize-taking Turner, buff-bronze, with maroon shadings on the lower petals	Bud Aug. 25	Nov. 5	Very pure white incurved, still a favorite; an easy doer. Height 4 ft.	Aug. 20	Oct. 28
CRIMSON PERFECTION			EARL KITCHENER (Exhibition)		
A glorious color in red and gold; a fine addition to the fancy earlies, in a very scarce color. Darker than Berta.....	Aug. 15	Oct. 15	An enormous flower. Stem, foliage and flower tremendous. Bright amaranth with silver shadings	Aug. 20	Nov. 1
CHIEFTAIN (Syn. J. W. PRINCE)			EARLY FROST		
There is no finer commercial pink. Round and smooth in finish as a pearl; selected strain of deeper tone	Aug. 30	Oct. 25	One of the most valuable white varieties in commerce; can be planted very close in the bench which makes it a very profit-able sort	Early	Sept. 1 or earlier
			EDWIN SEIDEWITZ		
			A beautiful, very late bright pink, of large size and rounded form. One of the finest in this color	Sept. 5	Nov. 30
			ENCHANTRESS—see <i>Smith's Enchantress</i>		
			FAVORITE		
			Glistening snow-white; beautifully rounded; comes in a trifle before T. Eaton finishes; good stem, nice foliage and an easy doer. Better try it.	Sept. 5	Nov. 15
			GENL. ALLENBY (Exhibition)		
			Golden yellow with long reflexing petals, very fine. Height 5 feet.	Crown Bud	Nov. 5

	Take Bud	Blooming Date		Take Bud	Blooming Date
GOLDEN GLORY A perfect commercial in every point. 4 ft. in height, handsome foliage, globular form, smooth finish, shining gold, full, and big; and with all the above, an easy doer.	Sept. 5	Nov. 1	golden orange, shading to rosy bronze, very brilliant. A fine grower.	Aug. 15	Nov. 1
GOLDEN CHADWICK Fine late commercial yellow. A splendid sort.	Sept. 5	Nov. 20	MONARCH (Exhibition) A snow-white, incurved variety, and while of the very largest size, is of fine, lasting texture and nicely rounded form. A good grower, very easy to handle. Scored 95, C. S. A.	Sept. 5	Nov. 5
GLORIOUS Large blooms of a pleasing pink color, one of the best for its date,	Oct. 30	Terminal Bud	MONUMENT Very fine white. A large incurved bloom of purest tone, stiff stem.	Terminal	Nov. 20
GOLDEN EARLY FROST (See Yellow Early Frost)			MRS. ALICE H. BURKE (Exhibition)		
H. E. CONVERSE One of the very good red and gold varieties, with large incurving flower.	Sept. 5	Late	Of enormous size. <i>Daybreak</i> pink, shaded cream, upright center and long spreading petals making a show variety of the largest size and of big, globular form. Stem very stiff. An easy doer. Scored 95.	Aug. 20	Nov. 5
HONEYDEW (Exhibition) Canary yellow of shining satin-like finish, large, round, and smooth; a beautiful addition to the class of this color, 3½ feet, good stem and handsome foliage.	Aug. 20	Oct. 25	MRS. E. KERSHAW (Exhibition)		
HARVARD Dark scarlet crimson. Fine for Thanksgiving. A valuable commercial red, and very beautiful. One of the best. Indispensable for its date,	Sept. 30	Nov. 20	Nothing finer in its color, a golden bronze with bright lining to the petals, which are of great breadth, the very perfection in form and color of a stunning, showy, big mum, 4½ feet.	Aug. 25	Nov. 1
JAS. FRASER (Exhibition) A grand golden yellow; indispensable as a show flower. Deeply reflexing, long petals.	Aug. 20	Nov. 5	MUSKOKA Golden bronze and mahogany —6 to 10 flowers to a plant. Large and full for its type. Blooms from early to late; great keeper; grown to single stem it is fine; incurving, perfectly filled blooms. Stems long and very stiff. A unique variety.	Sept. 1	Early
J. W. PRINCE (See Chieftain)			MISS MILLICENT ROGERS (Sport of <i>Nag-ir-roc</i>)		
LOUISA POCKETT (Exhibition) Very pure white. Enormous in size. One of the very largest. A sure winner.	Aug. 30	Nov. 5	Bronzy-pink with golden shadings; color of <i>Mme. Butterfly</i> rose, with center of clear gold; curling, reflexing petals, very distinct and novel.	Aug. 20	Oct. 20
LADY HOPETOWN (Exhibition) Enormous pink of lovely shade—for collections	Aug. 20	Nov. 5	MISS RUTH TWOMBLY (Exhibition) A beautiful spreading form of reflexed petals showing the color to the best advantage, which is a bronzy yellow, very rich.	Aug. 15	Nov. 5
MAJOR BONAFFON The absolutely perfect market yellow. Our stock is selected, and the blooms have been of the quality of Bonaffon in its early years.	Sept. 20	Nov. 5 and Later	MRS. G. G. MASON (Exhibition) Blood red, gold reverse—gorgeous	Aug. 20	Early Nov.
MAJESTIC (Exhibition) Enormous rounded bloom of the most perfect form, a shining					

	Take Bud	Blooming Date		Take Bud	Blooming Date
MRS. CHAS. H. CURTIS (Exhibition)			flower. Strong free grower; splendid from any bud. Height	Any	
Creamy white ground, petals edged with bright rose, reflex- ing to display color arrange-}	Aug. 20	Mid-	4 ft.	Bud	Nov. 5
ment at its best	or Later	Season			
MRS. J. LESLIE DAVIS (Pink Turner)			PRIVATE MERLE HAY		
A big mum, indispensable for exhibition in the Turner Family.	Aug. 30	Nov. 5	A warm, bronzy-red, nice clean foliage quite up to the flower. Scored 94 as a commer- cial from an early bud. Height	After	
MRS. WOODROW WILSON			5 ft.	Aug. 10	Nov. 5
A magnificent, large snow- white variety, wonderful for its date,	Aug. 15	Oct. 15	ROSE PERFECTION		
NADINE (Exhibition)			A brighter seedling from <i>Chief- tain</i> , holding its color better and for a very long time. Easy to propagate	Sept. 10	Nov. 5
An exceptionally large golden bronze variety; free, and grace- ful in habit. An easy doer.}	Aug. 1		ROSE DELIGHT		
Height 5 ft.	or Later	Nov. 5	Deep rose pink on opening, changing to a beautiful lighter tone as it matures. A very im- posing, globular incurved. Un- surpassed in its type and}	Sept. 5	Oct. 20
NAG-IR-ROC (Exhibition)			color	and later	
Deepest orange and bronzy yellow; 36 inches in circumfer- ence; every petal reflexing and}	Aug. 15	Nov. 1	ROSANDA (Exhibition)		
curling	Aug. 15	Nov. 1	Color, old rose; outer petals reflexing, center incurving; a fine large sort, of very easiest culture	Sept. 10	Nov. 1
NERISSA (Exhibition)			RICHMOND		
Rosy lavender, grand in size and beautifully incurved. Big and globular.	Sept. 5	Nov. 5	A fine type of commercial; of beautiful form, perfect fulness, silk-like finish. Bright golden}	Aug. 25	Early Nov.
NIAGARA (Exhibition)			yellow. A very easy doer.	Aug. 25	Nov.
Immense, snow-white, good foliage, stiff stem, with very long petals; finishes into a fine exhi- bition variety of rounded mas-}	Aug. 15		SMITH'S ENCHANTRESS		
sive form. Good in every way}	to 20	Nov. 5	Novelty of 1925.		
NEW JERSEY (Exhibition)			Earliest of all the large pinks —and the finest by far in the first-early section. Color, an even shade of bright rose; very few}	Early	Oct. 10
A nice clean grower, very dainty in finish, outer petals slightly reflexing, and dimpled at the tips; shows a wide spread. Color a soft clear pink, and of extra fine finish.	Aug. 20	Nov. 5	culls. 4 ft. in height.	September	
ODESSA (Exhibition)			SUN GLOW		
Enormous yellow, very bright, grand in form; a wonderful in- curving variety.	Sept. 5	Nov. 5	A brilliant yellow of <i>Bonnaffon</i> type but larger; very smooth in- curved. Absolutely unsurpassed as a commercial, and one of the handsomest. Badly needed for this date	Aug. 15	Oct. 20
PHILIP RICCI (Exhibition)			SNOW-WHITE		
An improved <i>Chas. H. Totty</i> , the beautiful chestnut bronze; petals long and graceful, with perfect stem and foliage. Gor-}	Aug. 15		A fine early white commer- cial. Form, foliage, stem, and color make it a very valuable second early; easy to do; a splen- did grower, a good propagator; pure white always, and the round incurved form that makes it a}	Terminal	Oct. 20
geous color.	or Later	Nov. 5	perfect shipper	Bud	
PINK TURNER					
(See <i>Mrs. Leslie Davis</i>)					
PRIVATE J. GRESHAM (Exhibition)					
Terra-cotta red with golden reverse. Enormous reflexing					

	Take Bud	Blooming Date		Take Bud	Blooming Date	
THANKSGIVING PINK						
Fine for the Thanksgiving trade, a welcome color among the heavy percentage of white and yellows. Do not bench before June 15, and take terminal bud.						
	shade; a clean, healthy grower; the rounded, finely finished bloom makes it one of the most imposing varieties ever introduced. Took the sweepstakes prize at the recent show of the Nat'l Chrys. Society, (Nov. 1926)Aug. 1 to Aug. 15					Early Nov.
	W. A. BILNEY (Exhibition)					
	Deep bronze in color. Exceptionally fine in a deep, broad flower, and of wonderful color tone. Very popular in England...Aug. 20					Nov. 1
	W. H. WAITE					
	A magnificent scarlet and gold; one of the most brilliant; 4 feet from early cuttings.....Aug. 25					Nov. 5 and Later
WHITTIER						
Similar to Richmond in bloom — a golden yellow sphere of very fine finish. Can be cut very late. Stem and foliage allow close planting.Sept. 10					Terminal, about Nov. 10	
WHITE CHIEFTAIN						
White sport of Chieftain; the smoothest, roundest of them all.Sept. 10					Oct. 25	
WM. TURNER (Exhibition)						
Stands at the very head of the whole white sectionAug. 30					Nov. 5	
BRONZE TURNER						
See description p. 15.						
PINK TURNER						
(See Mrs. Leslie Davis which is the correct name)						
YELLOW TURNER (Exhibition)						
The yellow sport from Turner; a necessity for collections and for variety; grandest yellow...Aug. 30					Nov. 5	
YELLOW POCKETT (Exhibition)						
A duplicate of Louisa Pockett in everything but color, a magnificent yellow. Simply wonderfulAug. 30					Nov. 5	
YELLOW EARLY FROST						
One of the most valuable commercial yellows of recent years. Can be had from "first early" to latest according to planting date.Early					Sept. 1	
TEKONSHA						
Grand large flowering bronze for Thanksgiving — long stiff stems, and foliage fine. Easy to do. This variety and Waite are indispensable for the color they give to the cut mums of late November where 90 per cent runs to yellow and white....Sept. 10					Late Nov.	
TIMOTHY EATON						
Can be spaced 6x8 inches. Late cuttings give fine substantial flowers for Thanksgiving; absolutely white, when properly grown; the best of its date. Avoid the terminal bud.....Sept. 10						Nov. 10
VERMONT (Exhibition)						
Of enormous size. Every bud produces a perfect flower; a magnificent pink of lovely bright						

It does not matter so much where you ARE; it's where you are HEADED that counts.

POMPONS

The Pompons are one of the most popular items of the entire cut flower list.

The newer varieties now give us a complete line of colors, including brilliant bronzes and reds, and the five very early sorts always meet a heavy sale; these are

- **Mrs. Harrison*, Daybreak pink
- **White Wings*, white
- **Leilah*, pink
- **Ida*, yellow
- **Clara Jameson*, bronze

*All Oct. 10th to 15th.

BRONZE QUEEN

Much the same color as *Hilda Canning*; blooms Oct. 25. Very choice variety, very brilliant.

CAPTAIN COOK

Tall in growth, color a lovely shade of rose-pink, free from lavender tones. Makes a prime commercial "bunch." Second early.

CHRISTMAS GOLD

Form of *Baby*, but larger; the name describes it perfectly. Very best of its type. Late.

CLARA JAMESON

Lovely combination of bronze and scarlet. Very showy; immense producer. Early, about Oct. 10; precedes *Bronze Queen*.



Ida

CHICAGO PEARL

A charming surprise in an extraordinary new white; *latest* in this color; very pure in tone.

FLORA

Bright crimson with scarlet shading; a free, easy grower with good stems and full sprays. Mid-season. The very best of the reds.

MRS. FRANK BEU

(See Frank Wilcox)

*Some people KNOW absolutely; others "state their opinions."
It is much easier to live with the latter!*

FRANK WILCOX

Also known as *Mrs. Frank Beu*. The very best Thanksgiving bronze, shading to fine red; try one flower to a stem, six stems to a plant on part of your stock.

HILDA CANNING

One of the prettiest, most distinct and valuable Pompons; brilliant bronze, neat and compact, very lasting, and late; "bunches" liberally. Very dainty. Second early.

IDA

By far the best true yellow of its date, Oct. 15—fine producer per plant, with good stems. We never have enough of this fine sort.

LILLIAN DOTY

One of the best pinks of the larger flowered Pompons. Fine disbudded to single stem, 5 or 6 stems to a plant; second early.

LEILAH

Oct 15 in full bloom; a beautiful and extremely free flowering variety; receives a warm welcome among the earliest; an exquisite shade of rose pink. Makes full bunches.

MARIANA

Large flowered and snow-white, on long stiff stem; when grown to single stem,—five or six stems to a plant, it is absolutely perfect. Second early.

MARY ANN

Light pink in color; excellent in foliage and stem, one of the few good hardy varieties.

MRS. H. HARRISON

Very early, ready to cut Oct. 15. Light Daybreak pink; sprays fine for bunching, stems of good length.

MRS. NELLIE KLERIS

An improved Lillian Doty, the color is brighter, blooms equally as large but better arranged on the stems. *Capt. Cook* and *Mrs. Kleris* are fine companions. Second early.

NEW YORK

Another grand addition to the handsome golden bronze series of this color, one of the most brilliant; fine in every way.

NOVEMBER GOLD

Latest fine yellow; color could not be better; upright growth on stiff stems, and perfectly formed, smooth flowers.

NUGGETS

November first. Very bright yellow blooms in perfect sprays for cutting and bunching. Extra choice.

PINK DOT

A lovely little 'Mum; color blush white, with a crimson dot in the center. Sprays, ideal; Oct. 25th.

ROSE CHARM

Bright rose-pink, of beautiful self color; gives fine sprays, free in bloom. Date, Nov. 1.

'VARSITY

A greatly improved golden *Baby*, larger size, quite round, comes in just before Christmas. Bunches finely.

WHITE DOTY

Somewhat like Mariana; specially fine grown to "single stem," six stems to the plant disbudded.

WHITE WINGS

Oct. 10th. Flower beautifully formed, snow-white, on long stems, a marvellous producer; best when partially disbudded.

Yesterday's highest point of achievement is the starting point of today.

FOUR COMMERCIAL SINGLES

MRS. WM. BUCKINGHAM (Early)

The queen of the singles, wonderful in texture, soft rose pink—very lasting, “a best seller.” A true commercial, coming in very early.

BRONZE BUCKINGHAM (Early)

A brilliant bronze with golden shadings, a sport from Mrs. Buckingham with the same splendid growth and stem. This is another best seller.

MRS. E. D. GODFREY (Late)

Light pink, very finest for Thanksgiving. A worthy running mate for Mrs. Buckingham. Fine when disbudded.

LADY ASTOR (Late)

A very late single, very free in production of dark crimson blooms with golden center.

Can be had for Thanksgiving and later from late buds. Showy.

THREE COMMERCIAL ANEMONES

SUNSHINE

Sunshine is a deep yellow anemone and is firm and fresh for Thanksgiving. As a “disbudded” sort it is wonderfully taking—a fine companion for the disbudded pompons.

BLANCHE

One of the largest Anemones yet produced; snow-white, very perfect in form, large, finely rounded cushion, and showy ray petals; wonderful blooms grown to single stem.

THE CHIEF

A pretty yellow anemone, very interesting both in color and form.

The following make GOOD POT PLANTS

Angelo

Hilda Canning

Kathleen Thompson—Crimson.

Lilac Caprice—Deep Violet.

Purple Caprice—Royal Purple.

Butler's Caprice—Deep Pink.

Yellow Caprice—Golden Yellow.

Source d' Or or Lizzie Adcock

One of the very unique varieties that is indispensable; well deserves the descriptive name of “Golden Feather;” it varies color frequently, part of the bloom each year coming golden yellow, and part a tawny color; they are equally good; try part of your planting to disbudded stems.

Every argument has two sides, until we take one. Then the other disappears.

INDEX AND PRICE LIST OF 'MUMS

ROOTED CUTTINGS FOR 1927

Angelo	\$ 4.00	\$35.00	Mrs. Chas. Curtis	10.00
Adrian's Pride	4.00	35.00	Mrs. E. Kershaw	10.00
Berta	8.00	75.00	Mrs. E. D. Godfrey	4.00	35.00
Bob Pulling	10.00	Mrs. Frank Beu (Frank Wilcox)	3.00	30.00
Butler's Cap	6.00	Mrs. G. G. Mason	10.00
Blanche	10.00	Mrs. H. Harrison	4.00	35.00
Bronze Queen	6.00	Mrs. Leslie Davis	6.00	55.00
Bronze Turner	10.00	Mrs. Nellie Kleris	3.50	30.00
Bronze Buckingham	6.00	50.00	Mrs. Wm. Buckingham	3.50	30.00
Charles Rager	4.00	35.00	Mrs. Woodrow Wilson	10.00
Crimson Perfection	8.00	Monarch	10.00
Chicago Pearl	5.00	45.00	Muskoka	4.00	35.00
Chadwick Improved	6.00	50.00	Monument	5.00	45.00
Celebration	4.00	35.00	Nadine	10.00
Chieftain	3.50	30.00	Nag-ir-roc	8.00
Chrysolora	3.50	30.00	Nerissa	10.00
Capt. Cook	4.00	35.00	New Jersey	10.00
Clara Jameson	4.00	35.00	New York	5.00	40.00
Corp. Piper	10.00	Niagara	10.00
Christmas Gold	4.00	35.00	November Gold	4.00	40.00
Earl Kitchener	10.00	Nuggets	6.00	55.00
Enchantress (Smith's)	4.00	35.00	Odessa	6.00	55.00
Edwin Seidewitz	4.00	35.00	Philip Ricci	10.00
Early Frost	4.00	40.00	Pink Dot	6.00	50.00
Favorite	8.00	75.00	Pink Turner	6.00	55.00
Frank Wilcox	3.50	30.00	Private Gresham	10.00
Flora	4.00	40.00	Private Merle Hay	10.00
Gen. Allenby	10.00	Purple Cap	6.00
Golden Marvel	10.00	Rose Perfection	4.00	35.00
Golden Early Frost	4.00	40.00	Rose Delight	7.00
Golden Chadwick	6.00	50.00	Richmond	4.00	35.00
Golden Feather	3.50	30.00	Rosanda	5.00
Golden Glory	4.00	35.00	Rose Charm	6.00	50.00
Glorious	4.00	35.00	Snow White	3.50	30.00
Honeydew	10.00	Source d' Or	4.00	35.00
Harvard	3.50	30.00	Sun Glow	4.00	35.00
Hilda Canning	4.00	35.00	Sunshine	4.00	35.00
H. E. Converse ..	10.00	Smith's Enchantress	4.00	35.00
Ida	4.00	40.00	The Chief	4.00
J. W. Prince (See Chieftain) ..	4.00	35.00	Tekonsha	10.00
Jas. Fraser	10.00	Timothy Eaton	4.00	35.00
Kathleen Thompson	6.00	Thanksgiving Pink	4.00	35.00
Lilac Caprice	6.00	Varsity	4.00	35.00
Lilian Doty	3.50	30.00	Vermont	10.00
Lady Hopetown	10.00	White Doty	3.50	30.00
Louisa Pockett	10.00	White Chieftain	4.00	35.00
Lady Astor	4.00	35.00	White Wings	4.00	35.00
Leilah	4.00	35.00	Wm. Turner	6.00	55.00
Lizzie Adcock	4.00	35.00	Whittier	5.00	40.00
Majestic	8.00	75.00	W. H. Waite	10.00
Major Bonnafon	4.00	35.00	W. A. Bilney	10.00
Miss Millicent Rogers	10.00	Yellow Caprice	6.00
Mariana	4.00	35.00	Yellow Early Frost	4.00	40.00
Miss Ruth Twombly	10.00	Yellow Turner	6.00	55.00
Mrs. Alice Burke	10.00	Yellow Pockett	10.00

TERMS OF SALE

Our *prices* are as low as high-grade stock can be grown for.

No firm in our line is supplying stock equal to ours for less money.

We make no charge for packing.

When credit is established, our terms are 30 days net, from date of invoice; subject to sight draft in 60 days.

We pack in boxes as light as is consistent with safety; and in a manner that prevents shifting in transit; (1000 grafts weigh 400 lbs. up to 450).

IMPORTANT—Any claims for damage in transit must be made promptly to Express Agent at destination, so that he can examine shipment and verify claim.

In filling your orders we shall do our very best to make every shipment satisfactory to you, and in any case where we fail to do this, please report to us at once.

REFERENCE

Orders from unknown correspondents must be accompanied by cash or satisfactory reference; let us have your reference on file, it will save you time when you order. The finest introduction that a new customer can present is a good credit rating for our file.



Suggestions About Parcel Post

The Government offers for 25 cents per package above the regular postage, to put such package in the class with letters (First Class Mail) thus insuring "careful handling and quick delivery." We strongly advise it on long distance shipments.

In prepaid orders, please keep this in mind when including postage; any amount overpaid will be promptly returned.

*Christmas
Cut Flower Averages
for this section
show*

MATCHLESS

*in the lead
over all other varieties
except Pernet*